

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 a printed advertisement having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition 10 of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal, wherein said programming material is related to said printed advertisement; and

15 a display unit for presenting said programming material.

169. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said at least one machine recognizable feature 20 has associated therewith a data link which is recognized by said feature recognition unit.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a video data link.

172. (PREVIOUSLY PRESENTED) A system as defined in claim
5 169 wherein said data link comprises a programming data
link.

173. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a sound data link.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an online data link.

175. (PREVIOUSLY PRESENTED) A system as defined in claim
15 169 wherein said data link comprises an online shopping
data link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises a pictorial data
20 link.

177. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic data
ink.

178. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an electronic media
link.

5 179. (PREVIOUSLY PRESENTED) A system as defined in claim
169 wherein said data link comprises an "information
superhighway" data link.

10 180. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises the internet.

15 181. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises the world wide web.

182. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a computer network.

20 183. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an ISDN network.

184. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a telephone line.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a CATV line.

10 186. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a local area network.

15 187. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a wide area network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a data communications network.

20 189. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an Internet Product Service Directory.

190. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a globally based digital communications network.

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a wireless network link.

10 192. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a Wireless Application Protocol internet.

15 193. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises an ethernet network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim
179 wherein said "information superhighway" data link
comprises a RF cellular network.

20 195. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a bar code.

196. (PREVIOUSLY PRESENTED) A system as defined in claim
195 wherein said bar code comprises a Universal Product
Code.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible bar code.

10 198. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic code.

15 199. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a printed character.

200. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a symbol.

20 201. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a pictorial icon.

202. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible indicia.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a two-dimensional figure.

10 204. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an icon.

15 205. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible icon.

206. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a watermark.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an invisible watermark.

208. (PREVIOUSLY PRESENTED) A system as defined in claim
207 wherein said invisible watermark comprises a digital
watermark.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a series of alphanumeric characters.

10 210. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a binary code.

15 211. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a digital watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a magnetic strip.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a code.

214. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping product code.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping product code.

10 216. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an online shopping service code.

15 217. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a home shopping service code.

218. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises an analog pattern.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said at least one machine recognizable feature
comprises a hieroglyphic character.

220. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises
information.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said programming material comprises a service.

222. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes displaying promotional
10 programming on said display unit of said user.

223. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes conducting an interaction
with said user via a telephone.

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224. (PREVIOUSLY PRESENTED) A system as defined in claim
221 wherein said service includes conducting an interaction
between a plurality of users via an online communication
chat link.

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225. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal
computer.

226. (PREVIOUSLY PRESENTED) A system as defined in claim
225 wherein said personal computer comprises a laptop
computer.

5 227. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a television.

228. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a device containing
10 a microprocessor.

229. (PREVIOUSLY PRESENTED) A system as defined in claim
228 wherein said device containing a microprocessor is
hand-held.

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230. (PREVIOUSLY PRESENTED) A system as defined in claim
228 wherein said device containing a microprocessor is
portable.

20 231. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a personal digital
planner.

232. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an internet
appliance.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a cellular
telephone.

10 234. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a wireless
communication device.

235. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a simulated book.

15 236. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises an intelligent
terminal.

20 237. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a web-based
television.

238. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said display unit comprises a pager.

239. (PREVIOUSLY PRESENTED) A system as defined in claim
5 168 wherein said display unit comprises an Internet-enabled
telephone.

240. (PREVIOUSLY PRESENTED) A system as defined in claim
168 wherein said recognition unit is selected from a group
10 consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

15 241. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to a personal
computer.

242. (PREVIOUSLY PRESENTED) A system as defined in claim
20 240 wherein said recognition unit is linked to a wireless
interface.

243. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a wireless
network.

5 244. (PREVIOUSLY PRESENTED) A system as defined in claim
243 wherein said wireless network comprises a cellular
network.

10 245. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a cellular
telephone.

246. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a pager.

15 247. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a wireless
personal computer.

20 248. (PREVIOUSLY PRESENTED) A system as defined in claim
242 wherein said wireless interface comprises a personal
digital assistant.

249. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to a personal
digital assistant.

5 250. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to an Internet
appliance.

10 251. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit is linked to a television
set.

15 252. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
cellular telephone.

253. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
personal digital assistant.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
remote control unit.

255. (PREVIOUSLY PRESENTED) A system as defined in claim
240 wherein said recognition unit comprises a portion of a
handwriting implement.

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256. (PREVIOUSLY PRESENTED) A method of providing a user
access to programming material, comprising the steps of:

printing a machine recognizable feature within an
advertisement;

10 scanning said machine recognizable feature of said
advertisement; and

transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
15 programming material is related to said
advertisement.

257. (PREVIOUSLY PRESENTED) The method of claim 256 wherein
said communication link includes the Internet.

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258. (CURRENTLY AMENDED) The method of claim 256 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol, icon,

invisible indicia, two-dimensional figure, ~~icon~~, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and 5 hieroglyphic character.

259. (PREVIOUSLY PRESENTED) A method of providing a user access to supplemental programming material associated with a advertisement, comprising the steps of:

10 printing a machine recognizable feature within said advertisement, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said 15 advertisement and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

20 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said advertisement.

260. (PREVIOUSLY PRESENTED) The method of claim 259 wherein
said programming material comprises multimedia.

5 261. (CURRENTLY AMENDED) The method of claim 259 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
symbol, icon, invisible indicia, two-dimensional figure,
10 ~~icon~~, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.

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